

# Running like a well-oiled machine

**What distinguishes a pipeline? Its contents should never stop flowing. This principle is the driving force behind the DBrail pipeline product. As an industry-specific package of services for the mineral oil industry, it combines the industry's need for stability and flexibility with a high degree of reliability and agility in logistics.**

— VARO operates 19 tank terminals in Germany with a capacity of one million cubic metres.



**W**hat do business partners do when they want to persuade their counterparts? They start by asking themselves questions: How can you optimise processes? How can you improve punctuality? How can you increase reliability – in other words, the acceptance rate? Central issues facing the mineral oil business are short-term spot volumes and large-volume transport flows. External factors such as the economy, seasonal fluctuations in demand or regional events have an impact on the business. Events typically unfold differently from expectations; planning horizons are short. Logistics service providers therefore need to show they are flexible. That means resource diversification, short-term loading feasibility checks for spot requests during the year and customised solu-

tions that are tailored to the specific needs of customers. “All these aspects were taken into account and consistently put into practice when **DBrail pipeline** was developed. This was a team effort by Sales, Production and Service Design with a strong commitment to the industry from top management,” explains Janja Pejic-Rost, project manager for **DBrail pipeline**.

DB Cargo BT has now developed a product specifically for the mineral oil industry in order to meet its requirements even more efficiently. **DBrail pipeline** allows for punctuality and acceptance rates to be agreed on with customers. Its novel feature is a new service design and implementation logic running in the background, which is adapted to the volatile business of the mineral oil industry and has proven itself in several pilot projects. “We did it differently this

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**“I talk to our mineral oil customers every day in operations. DBrail pipeline is providing our partnerships with a new foundation.”**

**RITA MÖLLER**  
Transport Manager,  
Customer Service DB Cargo

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time - development was first, followed by a phase of road testing. With verifiable results, we are now introducing our product to the market. All our mineral oil customers will be transferred to **DBrail pipeline** by the end of the year, and will benefit from the new processes," says Gabriele Jansen-Krekels, Head of Mineral Oil, explaining the sweeping change.

#### Welcome back!

Open and collaborative. This is how Senior Account Manager Daniel Röder of DB Cargo BTT describes cooperation with Varo Energy (VARO) from Cham in Switzerland. VARO is a mineral oil company operating in Western Europe. It runs refineries, storage facilities and tank terminals. For 2020, the company decided to cooperate with DB Cargo BTT for its transports in Bavaria.

"From the very beginning, we integrated the new traffic into the processes of **DBrail pipeline**. The aim was to win back customer confidence through performance. We also overhauled communications," says Daniel Röder, explaining the change. "Digital solutions enable us to work proactively. We want to offer customers a complete solution for their transports."

VARO has put DB Cargo BTT's proposals through their paces. Test trains were run, and there were many discussions. "We have worked with DB Cargo before," says Thomas Jetzer, Logistics Manager at VARO. "We were recently presented with a completely new concept that won us over. We could see that our partner had done their homework and understood us and our business. The positive experiences we have had together since January confirm this. Initial chal-

**"For my customers, I have to fulfil the promise of a value proposition. Our partner DB Cargo BTT delivers punctuality, reliability and flexibility. That is crucial."**

**THOMASJETZER**  
Logistics Manager  
VARO Energy Marketing AG

lenges were quickly resolved, so now we can focus on expanding our cooperation on digitalisation, for example. We say, "Welcome back!" •



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